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STRATEGIES AGAINST FLU EMERGENCE

## STRATEGIES AGAINST FLU EMERGENCE

# QUARTERLY REPORT

*January – March 2013*



**April 12, 2013**

This publication was produced for review by the United States Agency for International Development.  
It was prepared by Development Alternatives, Inc.

*Cover photo: As a result of discussions at the consultative meeting, on February 15, Cipanas market completed zoning for live bird vendors costing more than Rp. 100,000,000.*

# STRATEGIES AGAINST FLU EMERGENCE

## QUARTERLY REPORT

*January - March 2013*

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## EXECUTIVE SUMMARY

This quarter was the final quarter for field program implementation. During this period, the 12 Teaching Farms were visited by 163 farmers and 286 students. Industry stakeholders including industry executives, technical services staff and farm managers assumed significant responsibility for the oversight and sustainability of the teaching farms. Based on the success of the program's Teaching Farms, the industry created new Teaching Farms to bring new farmers to learn about biosecurity and disease prevention. Through the end of this quarter, over 300 small Sector 3 farms are implementing biosecurity and good farming practices as a result of their visits to a Teaching Farm or hearing about the new techniques from fellow farmers. Supportive communication and educational material was distributed to farmers and students; nearly 2000 copies of the booklet *"Effective Measures to Prevent the Spread of Disease"*, and 1000 copies of the farmer-to-farmer video. These are used by industry and professors to train technical staff, motivate farmers and educate students. Industry and academia have agreed to continue the key elements of the program.

SAFE also completed all program interventions in the demonstration markets and surrounding communities. Forty SMS messages were broadcast, 51 articles were uploaded to [suarakomunitas.net](http://suarakomunitas.net) and on Aisiyah's Facebook page, and 12 messages were posted by Unggas Sehat on Twitter. In addition, 12 audio messages with biosecurity related messages were distributed to 300 radio communities in the Combine network across Indonesia. There were 71 healthy market activities this quarter, including cleaning and disinfection activities, vendor stall repairs and improvements, and new equipment and tools. Local government and partner Aisiyah have committed to continuing the key elements of the program.

The National Commission on Zoonosis, the Ministry of Health, and Aisiyah West Java provincial chapter have all agreed to reproduce SAFE IEC materials using their own funds and resources.

At an Inter-Ministerial Health Communication Group Workshop in February, SAFE shared lessons learned and best practices from the field as well as the experience of Aisiyah in empowering the community. The objective of the workshop was to support a partnership between the Indonesian government, NGOs and other local stakeholders that can provide a model for disease prevention and management in Indonesia. At this meeting, SAFE distributed guidelines for the replication of the Healthy Market and Consumer Empowerment program.

This quarter also focused on three end-of-project evaluations. The Commercial Farm evaluation was conducted by the Center for Health Research at the University of Indonesia, the Live Bird Market evaluation was conducted by IPB and the Health Care Seeking evaluation was conducted by Aisiyah. Analysis of the results will be conducted next quarter. In addition, market surveillance was conducted in February to coordinate with market surveillance being conducted by FAO during the same period.

SAFE uploaded 31 documents to the Knowledge for Health website and developed 10 success stories covering SAFE program highlights.

Closedown procedures have commenced in Jakarta and Bethesda, and SAFE has submitted its disposition plan to USAID.

## ABBREVIATIONS AND ACRONYMS

AI	Avian Influenza
A/PI	Avian and Pandemic Influenza
<i>Bappeda</i>	Development Planning Agency
BRI	Bank Rakyat Indonesia
<i>Bupati</i>	District Head
C-KAP	Clinician's Knowledge, Attitudes and Practices Survey
C&D	Cleaning and Disinfection
CDC	Centers for Disease Control
CJ	PT. Cheil Jedang Indonesia
CMU	AI Campaign Management Unit (Ministry of Agriculture)
COP	Chief of Party
CP	PT. Charoen Pokphand Indonesia
CRD	Chronic Respiratory Disease
DAI	Development Alternatives, Inc.
<i>Dinas</i>	Local government service office
<i>Diskoperindag</i>	District Cooperatives, Industry and Trade Office
DOC	Day Old Chicks
DPPK	Dinas Peternakan Perikanan dan Kelautan (District Livestock, Fisheries and Marine Office)
DPR RI	National Parliament of Indonesia
DPRD II	Provincial Parliament
ECTAD	Emergency Centre for Transboundary Animal Diseases
FAO	Food and Agricultural Organization of the United Nations
FGD	Focus Group Discussion
GFP	Good Farming Practices
GOPAN	Indonesian Association of Independent Sector 3 Poultry Producers
HPAI	Highly Pathogenic Avian Influenza
HUS	Healthcare Utilization Survey
IEC	Information, Education, and Communication
IPB	Institut Pertanian Bogor (Bogor Agricultural Institute)
JAPFA/PKP	PT. Japfa Comfeed Indonesia/PT. Primatama Karyapersada
K4Health	Knowledge for Health website hosted by John Hopkins University
KAP	Knowledge, Attitudes and Practices
KBB	Kabupaten Badung Barat (District of West Java)
Komnas Zoonosis	National Commission on Zoonotic Control
KSR	PMI volunteers
LBM	Live Bird Market

LOP	Life of Project
M&E	Monitoring and Evaluation
MOA	Ministry of Agriculture
MOH	Ministry of Health
MOU	Memorandum of Understanding
NGO	Non-Governmental Organization
NVDAL	National Veterinary Drug Assay Laboratory
PA	Public Announcement
PD	Perusahaan Daerah (district owned company)
PKK	Pemberdayaan Kesejahteraan Keluarga (Women's welfare group)
PMI	Palang Merah Indonesia (Indonesian Red Cross)
PMP	Performance Monitoring Plan
PPE	Personal Protective Equipment
PPK UI	Center for Health Research at the University of Indonesia
PS	Poultry Shop
RI	Republic of Indonesia
SAFE	Strategies Against Flu Emergence
SME	Small and Medium Enterprises
SMK	SMK Nurul Huda Vocational School
SMS	Short Message Service
SOP	Standard Operating Procedures
TA	Technical Assistance
TF	Teaching Farm
TMF	Tunas Mekar Farm
TOT	Training of Trainers
TS	Technical Service
UKM	Usaha Kecil Menengah (SME)
UNPAD	University of Padjadjaran, Bandung
USAID	United States Agency for International Development
USDA	United States Department of Agriculture
VIP	Very Important Person
VOM	Vendor of the Month
WHO	World Health Organization

## **OBJECTIVE I. STRENGTHEN AND EXPAND PUBLIC PRIVATE PARTNERSHIPS TO IMPROVE GOOD FARMING PRACTICES AND LIMIT AI TRANSMISSION**

### **OVERVIEW**

The 12 Teaching Farms (TFs) were operating and active with 163 farmer visits and 286 student visits recorded this quarter. Industry stakeholders including industry executives, technical services staff and farm managers assumed significant responsibility for the oversight and sustainability of the teaching farms. Additional TFs have been created by the industry.

All partners involved in the TFs agreed to allow all farmers to visit any TF, whether or not they are associated with Sector I farms or poultry shops. This decision contrasts greatly with the situation a year ago, when every Sector I firm required the TF to serve only their own contract growers.

Biosecurity and good farming practices are now being implemented at over 300 farms. Sixty-seven farms were identified this quarter. Support to the farmers has come from SAFE and TS staff via SMS, Technical Discussion Group meetings, and smaller informal farmer/TS meetings at commercial farms and at educational institutions.

Progress on all nine targets has been substantial. The target outcome of 50 self-financed farmers with combined farm condition and practice scores totaling above 120 (60 in each category) has been exceeded, with over 60 farms achieving this score.

The Champion Farmer Program has motivated farmers and TS to implement changes.

Bogor Agricultural Institute (Institut Pertanian Bogor/IPB), the University of Padjadjaran, Bandung (UNPAD) and SMK Agro Nurul Huda vocational school (SMK) have agreed to continue the Technical Discussion Group meetings in Bogor, Bandung and Tasikmalaya, respectively.

SAFE staff has continued to use the SMS system to send biosecurity and good farming practice (GFP) messages to farm managers, farm owners, TS personnel, and upper management. The Indonesian Association of Independent Sector 3 Poultry Producers (GOPAN) has now assumed responsibility for the SMS message system and will continue to broadcast to farmers.

The booklet "*Effective Measures to Prevent the Spread of Disease*" continues to be widely used to train farmers and TS personnel, with educational institutions using it to instruct both students and farmers.

This quarter SAFE staff gave presentations on biosecurity and GFP to over 250 students at IPB, UNPAD and SMK.



## ACTIVITY PROGRESS

### Activity 1.1. Continue to hold strategic consultative meetings with industry and academic stakeholders

This quarter SAFE continued to work closely with the following stakeholders:

- FAO staff
- Educational institutions – IPB, UNPAD, and SMK
- Commercial industry firms – CP, CJ, JAPFA/PKP, Sierad Produce, Rinjani Poultry Shop, Tunas Mekar Farm Poultry Shop, Sukahati Poultry Shop, Dramaga Unggas Farm, Tanjung Mulya Poultry Shop; Amanah Mitra Sejahtera Poultry Shop, and the Tri Group of Mr. Tri Hardiyanto
- Industry association – GOPAN

During the quarter multiple meetings were held with all stakeholders responsible for the TFs. Discussions included the transition of the total care of the TFs to the stakeholders.

Following personal approaches, the educational institutions agreed to (i) have farmers meet at their institutions and then tour the TF; (ii) assume responsibility for the Technical Discussion Group meetings; and (iii) incorporate biosecurity and GFP advocated by SAFE.

The SAFE TFs have motivated several poultry businesses to develop their own TFs. Conversations and farm visits were held with TMF Poultry Shop and the Tri Group, with SAFE making suggestions on the development of their TFs. Mr. Asep, TS of Dramaga Unggas Farm, which is associated with Wahyu TF, explained that H. Darto Farm has become a TF now that it receives farmers as visitors. Rinjani Poultry Shop has informed SAFE that Yaya Farm has become a TF along with Darwin TF, which is a contract grower for Rinjani Poultry Shop.

#### *Deliverables*

Summary results in Quarterly Reports – Completed

### Activity 1.2. Conduct farmer and student visits to the teaching farms

#### *1.2.1 Summary of visits to teaching farms*

The number of visitors to each of the Teaching Farms this quarter is summarized in Table I. The arrival of the rainy season continued to make travel and time away from their farm a challenge for would-be visitors. About 277 new farms were added to list of farms that have visited the TFs to date. TS have provided records showing the specific farms visiting the TFs over the past six months, which will bring the count up to date. One hundred and sixty-three farmers and 286 students visited the TFs this quarter. Many of these visits were the result of joint efforts by UNPAD, IPB and SMK teachers together with SAFE staff or, with the TS and SAFE staff. At the group meetings, which involved between five and 50 farmers, the farmer-to-farmer video was shown and the farmers toured the TF.

**Table 1. Numbers of Teaching Farm visitors, January-March 2013**

Firm/Organization	Teaching Farm	Location (District)	Distinct Farms (LOP)	Primary visitors		
				Farmers	Students	Total
Rinjani PS	Darwin	Tasikmalaya	14	3	0	3
SMK Vocational School	Nurul Huda	Ciamis	103	79	91	170
Sukahati PS	Cikaleker	Tasikmalaya	17	0	0	0
CJ/Super Unggas Jaya	Encep Rusli	Garut	10	0	0	0
CJ/Super Unggas Jaya	H. Ujang	Bandung	21	19	0	19
UNPAD University	UNPAD	Sumedang	23	16	139	155
Sierad.PT	Tursinameta	Tasikmalaya	16	17	0	17
Tunas Mekar Farm PS	Muslikhin	Tasikmalaya	6	0	1	1
IPB University	Closed	Tasikmalaya	15	14	10	24
IPB University	Open	Tasikmalaya	2	5	44	49
Pokphand.PT/Dharmaga Unggas PS	Wahyu	Tasikmalaya	34	10	1	11
Japfa.PT/Ciomas Adisatwa	Solihin	Tangerang	16	0	0	0
<b>Total</b>			<b>277</b>	<b>163</b>	<b>286</b>	<b>449</b>

### 1.2.2 Results of Champion Farmer competition

The TS and farmers have been very positive about the Champion Farmer Award competition and awards. The criteria are all based on biosecurity and GFP conditions and behaviors. This quarter, 22 farms were judged in the 3<sup>rd</sup> competition and 22 farms in the 4<sup>th</sup> competition.

All judging in March for the 4<sup>th</sup> competition was done by the respective TF staff or TS personnel. SAFE collated the information on each competitor, prepared certificates, and distributed the prizes and certificates at the Technical Discussion Group meetings. At each farm, the farmer was given a copy of the score sheet. The TS also received a copy.

#### Deliverables

- Summary of number of visits in Quarterly Reports – Completed
- Report on Champion Farmer competition results – Completed

### Activity 1.3. Provide technical support to farmers to adopt and implement new biosecurity and good farming practices

SAFE staff had face-to-face contact with over 100 farmers this quarter. The TS visited many other farms, providing technical assistance (TA) and encouraging farmers to participate in the Champion Farmer Award competition, attend small informal meetings and Technical Discussion Group meetings, and visit the TFs.

In one example of this process, at Asep Mulyana Farm, SAFE explained to the farmer, Asep, the risks of discarding dead chickens in the river and how instead he should place the dead chickens in a dead bird pit or boil them.

To support the face-to-face contact, SAFE sent an average of two SMS messages to farmers and TS each week. Over 9,000 messages were sent to over 400 farmers, TS, educators and upper management this quarter. SAFE developed a number of topics, each with a series of messages that built on one other. SAFE received input from Dr. Bimo Wicaksana of FAO on the content of the SMS messages. Specific product recommendations and sensitive issues (e.g. the price of chicks) were avoided. In some cases, the farmer was referred to their TS.

Recipients commented positively in conversations and through various media. Many replies using the SMS system were simple. For instance, Mr. Sanusi wrote, "*Trims atas infonya*" ("Thanks for the information"). (January 7, 2013). Many farmers later explained that the reminders were important because they kept the issue of biosecurity at the forefront of their day.

The impact of the SMS messages has been evident. For example, in response to the SMS series on cleaning the chicken house and equipment, on March 13, 2013 one farmer wrote, "This has been done." (Tur F Dedi – 13/3/2013). Another farmer wrote, "Okay, we'll do it routinely." (Devi Bdg – 8/3/2013). Mr. Janjang wrote, "Good afternoon SAFE, cleaning with detergent was leaving soap smell, and it's not good for the livestock, thanks." The SAFE moderator's response was, "Remove the soap with clean water." (C F 7 6/3/2013). These are all simple messages but keep the farmer engaged and build trust for further dialogue.

Comments from farmers have also highlighted the impact of SAFE activities. Regarding the use of fences, sandal exchanges, and the handling of dead chicken, Mr. Deni said, "This is a good program that improves performance. It is better not only for the chickens but for the people too." (January 10, 2013 A T R)

Mrs. Selviyana, a new farmer, said of the pass-through system for feed, "it makes it easy for feed to go direct to the feed storage area, and the driver does not need to enter the farm." (A TPR Jan 14)



*Pass-through used at Selviyana farm*

The industry appreciates the assistance provided by SAFE. Mr. Tri Haridyanto, president of GOPAN and owner of Cibuntu Farm, said, "Thank you for helping us and the farmers." (P TR Feb 6)

Mr. Tri's farm manager followed SAFE's advice. As a result, the score for their farm (Cibuntu) increased to over 60 and has become one of the farms in the target of Outcome for Objective 1.

SAFE is capturing the thoughts of farmers. Example - Ms. Herlijati said, "Giving knowledge is better than giving money." (January 31 A TR)

A summary of farm changes is presented in Table 2.

**Table 2: Summary of Farm Changes**

Number of farms	Complete footwear exchange at the chicken house doors	Partial footwear exchange at the chicken house doors	Upgraded hand washing area	Barriers to stop vehicles and people	Proper disposal of dead chickens	Other combinations
34	√		√	√	√	
22		√	√	√	√	
17	√		√		√	
16	√		√	√		
15		√	√		√	
9	√			√	√	
6			√	√	√	
3		√	√	√		
2		√		√	√	
1			√	√		
34						√

*Deliverable*

- Summary of farm changes in Quarterly Reports – Completed

**Activity 1.4. Produce and distribute educational and communication materials**

**1.4.1 Educational and communication materials**

The educational and communication materials produced by SAFE for Sector 3 broiler farms include a booklet titled "*Effective Measures to Prevent the Spread of Disease*"; a poster on "Commercial Poultry Farmers"; a Teaching Farm display; a SAFE fact sheet; a poster calendar; and a Teaching Farm fact sheet. Of these, the booklet has been the most requested, with distribution as shown in Table 3.

**Table 3. Distribution of booklet "*Effective Measures to Prevent the Spread of Disease*", January-March, 2013**

Month	Farmers	Academic Training	Industry Persons and Training by Industry	Other	Total
January	95	9	240	0	344
February	108	28	83	23	242
March	711	474	180	0	705
<b>TOTAL</b>	<b>914</b>	<b>511</b>	<b>503</b>	<b>23</b>	<b>1951</b>

One thousand nine hundred and fifty-one copies of the booklet "*Effective Measures to Prevent the Spread of Disease*" were distributed. The comments received from farmers, TS and managers have been very positive.

Over 900 copies of the farmer-to-farmer video "Effective Measures to Prevent the Spread of Disease" were distributed. The distribution is shown in table 4.

**Table 4. Distribution of farmer-to-farmer video "Effective Measures to Prevent the Spread of Disease", February-March, 2013**

Month	Farmer/PS	Academic Training	Industry Persons and Training by Industry	Other	Total
Feb	0	1	0	0	1
March	456	210	202	62	930
<b>TOTAL</b>	<b>456</b>	<b>211</b>	<b>202</b>	<b>62</b>	<b>931</b>

Eight sets of the USDA video on biosecurity have been distributed to stakeholders this quarter.

#### 1.4.2 SMS pilot

Satu Dunia has completed the process of developing an SMS Gateway system using the *FrontlineSMS* application to implement the SMS Communication program for sector 3 broiler farmers in West Java and Banten. The SMS broadcasts lasted seven weeks, from October 16 to December 2, 2012. Over the seven weeks of broadcasting, 60 farmers were sent the SMS broadcasts, consisting of 54 men and six women. At least 61 different SMS were sent to farmers, consisting of 28 SMS on biosecurity, 15 SMS containing greetings, four SMS quiz announcements, seven SMS on how to answer the quiz, and seven SMS containing the quiz questions. The 60 farmers each received 61 SMS (biosecurity, greetings and quiz), plus four SMS notifications and seven how-to-answer SMS, meaning that at least 3,660 SMS were broadcast in all (see Table 5).

**Table 5. SMS Broadcast Distribution (automated broadcast)**

Type	Q	Breakdown	Farmers	Subtotal biosecurity	Subtotal non-biosecurity
Biosecurity	28		60	1,680	
Greetings	15	5 containing biosecurity	60	300	
		10 pure greetings	60		600
Quiz	7		60		420
Quiz Notification	4		60		240
How to Answer the Quiz	7		60		420
Total biosecurity				1,980	
Total non-biosecurity					1,680
Total SMS broadcast				3,660	

The Indonesian Association of Independent Sector 3 Poultry Producers (GOPAN) staff was trained on the *FrontlineSMS* application and has now assumed responsibility for the SMS message system. A separate report is available for additional information on the SMS pilot project.

#### Deliverables

- Report on SMS pilots – Completed

- Farmer-to-farmer video production – Completed
- Farmer-to-farmer video dissemination – Begun in Year 2, Quarter 4

### **Activity 1.5. Develop and establish Technical Discussion Group meetings**

Technical Discussion Group meetings were held in Bogor, Bandung and Tasikmalaya this quarter, involving around 60 TS, farmers and managers. This quarter's topics were the most recent AI impact on ducks, "Modern Broiler Production", and "Effective Measures to Decrease the Spread of Disease". Informal discussions based on questions and comments received from the farmers included the best temperature for broilers; options, purpose, parasite control, reuse and care of litter; ventilation (artificial and natural) to remove ammonia; causes of Chronic Respiratory Disease (CRD) and measures to reduce CRD; the impact of wind on chickens; barriers to restrict entry of people and vehicles; the most important low-cost biosecurity measures; methods to cool the chickens; and sources of micro-organisms.

Having received information on each Champion Farmer candidate, SAFE prepared certificates and distributed prizes and certificates at the Technical Discussion Group meetings.

#### *Deliverable*

- Summary findings in Quarterly Reports – Completed

OBJECTIVE   ACTIVITIES	DELIVERABLE	QUARTER				
		Q1 Apr - Jun 2012	Q2 July - Sept 2012	Q3 Oct – Dec 2012	Q4 Jan – Mar 2013	Q5 Apr - Jun 2013
ACTIVITY 1. Continue to hold strategic consultative meetings with industry and academic stakeholders	Summary results in Quarterly Reports	√	√	√	√	
ACTIVITY 2. Conduct farmer and student visits to the teaching farms	Summary number of visits in Quarterly Reports	√	√	√	√	
	Report on Champion Farmer competition results		√	√	√	
ACTIVITY 3. Provide technical support to farmers to adopt and implement new biosecurity and good farming practices	Summary of farm changes in Quarterly Reports		√	√	√	
ACTIVITY 4 Produce and distribute educational and communication materials	Report on SMS pilots				√	
	Farmer-to-farmer video production			√		
	Farmer-to-farmer video dissemination				√	
ACTIVITY 5. Develop and establish technical discussion group meetings	Summary findings in Quarterly Reports	√	√	√	√	

## **OBJECTIVE 2. PROMOTE BEHAVIORS THAT LOWER THE RISK OF AI TRANSMISSION AMONG POULTRY AND INCREASE KNOWLEDGE OF SIGNS, SYMPTOMS AND RISK FACTORS FOR AI-RELATED ILLNESSES**

### **OVERVIEW**

In this quarter, SAFE completed all program interventions in the demonstration markets and surrounding communities. To ensure the continuation of the healthy market and community initiatives, SAFE and all stakeholders dedicated the last district consultative meeting in each working district to discussing the continuation of these initiatives after the SAFE program has ended. The level of commitment required and concrete/actual interventions were discussed, some of which have already been implemented. The topics included budget allocation, capacity building, replication in other markets, construction of additional facilities in SAFE markets, changes in policies and regulations as well as private sector support.

SAFE completed peer-to-peer activities in the markets involving 500 volunteers from PMI's network. Around 960 consumers (697 women and 263 men) were reached in this activity, which informed people how to choose healthy poultry products and the consumers' rights and power to influence changes in the market. The last market events in all 20 markets have also been completed. Some of the market events were attended by VIP from provincial and national government such as West Java Governor Ahmad Heryawan at the Ciawi Market and Drs. H. Hasnan Bey Fanani (Member of Parliament, DPR RI) at Cipanas Market.

All religious event activities were also completed with the total of 6,500 consumers and 395 vendors. Approximately 278 consumers participated in consumer visits to the market. These numbers all exceeded the program target.

As part of Aisiyah's commitment to continue the consumer empowerment program, they organized a Training of Trainers (TOT) for the remaining 18 districts in West Java on 9-10 March 2013. Sixty participants attended and they had been assigned to become facilitators to empower the consumers in healthy poultry product issues.

The Inter-Ministerial Health Communication Group Workshop was held on 25 February 2013. As a result of this meeting, the Ministry of Agriculture, Ministry of Information and Communication, and the Livestock Office for West Java Province expressed interest in collaborating with Aisiyah, either in AI or in other areas that need developing.

Three partners reproduced or were in the process of reproducing SAFE IEC materials using their own funds and resources, namely, the National Commission on Zoonosis, the Ministry of Health, and Aisiyah West Java Provincial Chapter.



## ACTIVITY PROGRESS

### Activity 2.1. Organize and conduct consultative meetings to develop and establish local ownership

#### 2.1.1 Regular district operational meetings

The markets conducted 16 district stakeholder meetings. These meetings covered a variety of topics related to the effort to support healthy market initiatives:

- Information sharing from District Livestock Services and the District Health Office on the recent outbreak of AI in West Java Province. Meeting participants agreed to implement several activities in the market as prevention efforts, including continuing regular cleaning and disinfection (C&D) activities and intensifying monitoring by Livestock Services staff of vendors, slaughterers and transporters. This was the agenda at the meetings in Ciamis, West Bandung, Bandung, Garut and Lebak districts.
- Development of a detailed plan to conduct collaborative market events. All local government offices mentioned above collaborated with villages, subdistrict offices, markets, and SAFE partners (PMI, Aisiyah and Combine). This took place in Sukabumi, Bogor and Tasikmalaya districts.
- Livestock Services provided training on proper techniques in slaughtering in Cianjur district.

Eight stakeholder meetings were held at the market level in five districts. These meetings were attended by vendors, market managers, subdistrict officers, Livestock Services, the Health Office, and the Industry and Trade Office (*Diskoperindag*). A summary of these meetings can be found in Table 6.

**Table 6. Market Stakeholder Meetings in February 2013**

No.	District	Date	Topic Discussed	Venue
1	CIANJUR	20 February 2013	Evaluation of market activities and market events	Cipanas Market Sukanegara Market
2	SUKABUMI	11 February 2013	Topics and resource persons for radio talkshow	Parungkuda Market
		12 February 2013	Explanation of new AI clade by Livestock Services	Sukaraja Market
3	BANDUNG	7 February 2013	Evaluation of market activities and market events	PMI Kab. Bandung Desa Panyirapan Kec. Soreang
4	WEST BANDUNG	19 February 2013	Continuation of community and healthy market initiatives	PMI KBB
5	TASIKMALAYA	11 February 2013	Continuation of community and healthy market initiatives	Ciawi Market
		16 February 2013	Socialization of fiber/mica-based cutting boards among vendors	Rajapolah Market



*At the market stakeholder meeting in Ciamis district, stakeholders discussed and made decisions on issues related to the Healthy Market and Community Empowerment initiative.*

### **2.1.2 Provincial advocacy/update meetings**

#### **Stakeholder meeting for West Java province**

The agenda of the West Java stakeholder meeting was to activate PMI as an institution to respond to the new AI clade outbreak in the province. The meeting was held with Provincial Livestock Services and the Provincial Health Office. Participants included:

- Provincial Health Office: Dr. Yuzar
- Provincial Livestock Services: Drh. Suprianto
- PMI Board members in SAFE working districts and West Java province
- Head of PMI Health Division in SAFE working districts
- Representative from PMI National Headquarters
- SAFE's provincial coordinator

Outputs of this meeting were as follows:

- West Java Province PMI will reactivate the AI task force in West Java.
- PMI will mobilize the KSR (PMI volunteers) at the village level to respond to AI cases.
- There will be collaboration and coordination with Livestock Services and the Health Office in West Java Province in responding to AI cases.

#### **Stakeholder meeting for Banten province**

The agenda of the Banten stakeholder meeting was to discuss the continuation of the Healthy Market and Community Empowerment initiative in the province. The stakeholders (Livestock Services, Industry and Trade Office, Health Office, Aisyiyah, PMI and district representatives) agreed to continue their efforts, led by PMI. All participants signed an agreement at the meeting. It was suggested that advocacy efforts should be led by PMI, targeting the Provincial Development Planning Agency (Bappeda) as the government agency charged with allocating development funds.

### **2.1.3 District technical sustainability meetings**

As SAFE program field activities reached an end in March, the last district consultative meeting in each working district was dedicated to a discussion on the continuation of the Healthy Market and Community Empowerment initiative after the SAFE program ends. Meetings were held in all ten of the working districts.

All of these meetings were attended by SAFE program staff and representatives of all stakeholders, including subdistrict staff, vendors, community representatives, market managers, Industry and Trade Office, Livestock Services, Health Office, as well as local government staff from the District Bappeda and other local agencies.

Highlights from these meetings can be found below.

*Note: Some items in the following lists were previously reported as a result of prior consultative meetings. These items are repeated here by way of a recap, together with several additional and updated issues. The tables show which markets were affected by the agreements and activities, along with the number of vendors involved.*

### **Ciamis District**

- SAFE program partners (PMI, Aisyiyah, and Combine), market managers and vendors accompanied by livestock services and industry and trade officials will set up a meeting with the District Head (*Bupati*) to discuss the continuation of healthy market initiatives.
- Manis Market and Pananjung Market will continue as model markets showing how to develop a healthy market with community involvement.



*Vendors from Pangandaran market present a token of their appreciation to PMI at the final consultative meeting in Ciamis district.*

No.	Market	Poultry Vendors	Vendors (all types)
1	Parigi	15	250
2	Kalipucang	22	300

- PMI volunteers undertook cleaning activities in Wisata Pangandaran market, Pangandaran subdistrict in 2011. This market has around 150 vendors and 10 poultry vendors. PMI will conduct similar activities again.

### **Tasikmalaya District**

- Starting in April 2013, Diskoperindag will adopt healthy market initiatives in four other markets:
  - Pasar Cineam
  - Pasar Desa Simpang Kec. Bantarkalong
  - Pasar Desa Kalapagenep Kec. Cikalong
  - Pasar Desa Cibodas Kec. Cikalong
- Diskoperindag will construct additional drainage during the third quarter of 2013.
- The District Health Office will revise its hygiene and sanitation program and manual to accommodate healthy market issues at the district level.

- There will be collaboration in waste management between Paguyuban Pasar Ciamis (HIPAS – Ciamis Market Association) and a local NGO.
- Dinas Peternakan Perikanan dan Kelautan (District Livestock, Fisheries and Marine Office, or DPPK):
  - Inspired by the Rajapolah Market zoning case, Tasikmalaya District Livestock, Fisheries and Marine Office (DPPK) is developing a budget proposal to the Ministry of Agriculture to implement a zoning system for poultry vendors in other markets during the 2014 fiscal year.
  - DPPK is also developing another budget proposal for poultry transportation to deliver poultry from slaughterhouses to markets. If approved, this initiative will be implemented in 2013.

No.	Market	Poultry Vendors	Vendors (all types)
1	Ciawi	55	682
2	Manun Jaya	30	436
3	Singaparna	36	432
4	Taraju	24	350
5	Rajapolah	29	456

#### **Bandung District**

- The District Industry and Trade Office conducted its own healthy market competition using SAFE healthy market criteria in the demonstration market.
- The District Industry and Trade Office allocated a budget to continue constructing drainage in the market during 2013.
- The District Industry and Trade Office is also developing a plan to improve other markets in 2013.
- Markets in the district have established an independent (non-government) market association, with Asep Tresna (market manager at Soreang Market) being elected as the chairperson and a resource person for the other markets.

No.	Market	Poultry Vendors	Vendors (all types)
1	Sayati Indah	41	430
2	Cileunyi	35	440
3	Cicalengka	25	370
4	ST. Majalaya	40	486
5	Pasar Baru Majalaya	30	410
6	Baleendah	27	350
7	Banjaran	43	458
8	Ciwidey	32	320
9	Soreang	30	390
10	Margahayu	21	250

#### **Garut District**

- Bappeda noted an opportunity to include healthy market initiatives in the local budget revision in August 2013.

- District Livestock Services will continue the community activities in collaboration with Aisiyah. It will support Aisiyah with resource persons and funding for activities in 34 sub-chapters.
- Two Radio cables will be installed in Sukamukti and Malangbong Markets with funding from Radio Antares (a commercial radio station) in order to broadcast key messages in both markets. The process will be facilitated by Combine.
- At Cikajang Market, Diskoperindag will undertake waste management activities in Cikajang Market.
- Livestock Services will implement “Good Practice and Halal Slaughtering Methods” training for slaughterer.
- Diskoperindag provided market manager training for 40 traditional market managers in the district to accelerate adoption of healthy market initiatives. There are an estimated 9,200 vendors including 600 poultry vendors in these markets.
- Diskoperindag and the District Hygiene and Environmental Office will allocate a final waste dumping area for waste collected from the markets.

#### ***Sukabumi District***

- Livestock Services developed a budget proposal for the Ministry of Agriculture to continue supporting Rajapolah and Ciawi Markets and other markets.
- Rajapolah Market managers will continue improving the new zoning area. One promising funding source is sponsorship from producers of commercial products.

#### ***West Bandung District***

- The District Head approved a decree drafted by Bappeda that prohibits in-market slaughtering activity. This regulation affects 10 traditional markets and 20 village markets under the auspices of the District Industry and Trade Office.
- District Livestock Services allocated 60 million rupiah to support a consumer outreach program in 16 subdistricts. Livestock Services will implement the program in collaboration with PMI.
- District Livestock Services allocated Personal Protective Equipment (PPE) and utensils to three markets (Sindang Kerta, Cililin and Rajamandala) surrounding SAFE demonstration markets, including aprons, buckets, knives, and so on. One hundred sets were provided to each market.
- Diskoperindag adopted SAFE market manager training and received a budget to provide training to market managers and slaughterhouse workers in 2013.
- Diskoperindag will implement SAFE healthy market approaches in Cipongkor and Rongga Markets in the third quarter of 2013.
- PKK (a women’s welfare group) in West Bandung district incorporated community and healthy market messages into the training curricula for its network of cadres.
- Griya Supermarket (a private company) allocated 25 million rupiah to support Lembang Market. The funds were used to finance additional improvements to the drainage and the access road/motorway leading to the market. Considering the success of involving the private sector in healthy market initiatives, other companies will also be approached.
- The District Industry and Trade Office will allocate additional funds to Lembang Market for roof improvements.
- The District Hygiene Office now routinely collects waste from all markets.

No.	Market	Poultry Vendors	Vendors (all types)
<b>Markets under District Management</b>			
1	Lembang	42	1030
2	Batujajar	31	270
3	Sindang Kerta	28	410
4	Cililin	25	260
5	Rajamandala	36	670
6	Padalarang	46	700
7	Cisarua	38	458
8	Tagog	30	360
9	Stasiun	48	310
10	Buah	42	423
<b>Markets under Village Management</b>			
1	Rancapanggung	26	310
2	Cihampelas	28	250
3	Warungawi	22	250
4	Cikalong	27	320
5	Ahad	30	310
6	Tani Mulya	21	256
7	Jum'at	30	320
8	Rabu	24	250
9	Gunung Halu	28	370
10	Cipatat	42	540
11	Rongga	23	240
12	Parongpong	32	280
13	Bojong	24	230
14	Cilangsari	30	350
15	Citalem	32	400
16	Cicangkang	35	450
17	Bunder	32	400

### **Cianjur District**

- Zoning for live bird vendors in Cipanas Market was completed in February 2013. This activity was endorsed by SAFE and financed by the local government (at a cost of 100 million rupiah).
- With the SAFE facilitation method being considered a major contributor to the success of the healthy market initiative, Diskoperindag will adopt this method when implementing healthy market initiatives in other markets.
- A local budget allocation has been made for facility improvements at Sukanegara Market.
- Diskoperindag will adopt healthy market components in its efforts at Cibeber Market and Warung Kondang Market (non-SAFE markets).
- The District Livestock Services and Health Offices conducted joint monitoring of traditional markets.
- A government bank, Bank Rakyat Indonesia (BRI), provided CCTV facilities to support in-market surveillance in Cipanas Market, at a total cost of around 40 million rupiah.
- Diskoperindag allocated a budget to develop radioland (in-market public announcements/PA) in 17 traditional markets during 2013, inspired by the success of radioland in Sukanegara Market (the result of a community initiative) and Cipanas Market (an existing facility). The markets scheduled to receive this support are listed below.

No.	Market	Poultry Vendors	Vendors (all types)
1	Cibeber	27	320
2	Warung Kondang	25	270
3	Ciranjang	20	350
4	Sukaesmi	15	250
5	Muka	45	1500
6	Induk	80	1700
7	Cianjur	38	458
8	Gekbrong	40	342
9	Cidaun	24	210
10	Cempaka	23	223
11	Pacet	40	204
12	Mande	32	430
13	Sukanegara	24	250
14	Pagelaran	22	214
15	Tanggeng	27	320
16	Bojong Meron	30	310
17	Cipanas	91	1967

\* Sukanegara Market and Cipanas Market, as SAFE demonstration markets, will also receive this support, although the level of support for them will be less intensive.

### **Bogor District**

- One SAFE approach used for empowering citizen journalism attracted interest from the Office of Information and Communication. SAFE partners PMI and Combine agreed to assist the government to set up training on citizen journalism. On November 28-30, 2012 PMI and Combine collaborated with Radio Teman Bogor (a government radio station) to conduct three days of training on writing and broadcasting for 10 volunteers. The training was not part of the SAFE workplan. Rather, it was an innovation from SAFE field facilitators in Bogor District, who saw the opportunity and mutual benefits of these three organizations working together and sharing resources.

### **Lebak District**

- In 2013, the District Hygiene Office and the District Bappeda plan to put forward a district regulation on waste management in markets. Lebak District does not yet have such a regulation, and this explains the district's acute problems with waste management in all markets. The new regulation will affect around 30 markets.
- Bank Danamon agreed to provide support for the SAFE market event in the shape of a tent, entertainment, meals and snacks, a medical doctor and medicine, cleaning equipment (broom, hoe, and shovel) and waste bins. The total value of this support was around Rp. 25 million.



*Drainage construction in Cikande Market, funded by Serang District local budget*

### **Serang District**

- Cikande Market received a local budget allocation to continue improvements in the drainage (300 meters) and road access (2.5 meters wide and 1 kilometer long). The budget for drainage is Rp. 80 million while Rp. 240 million has been allocated for road access.

#### *Deliverables*

- Regular district operational meetings – Completed
- Provincial advocacy/update meetings – Completed
- District technical sustainability meetings – Completed

## **Activity 2.2. Establish local NGO involvement to create consumer demand activities**

### **2.2.1 Summary of community outreach activities (peer-to-peer, enter-educate, video screening, consumer group visits to market, religious events)**

#### ***Peer-to-peer activities in market***

SAFE completed the peer-to-peer activities in the markets using volunteers from the PMI network. The target audience was consumers and vendors. Around 25 volunteers in each market approached consumers and vendors to discuss healthy poultry products and healthy market issues. Around 960 consumers (697 women and 263 men) were reached in this activity, which informed people how to choose healthy poultry products and about consumers' rights and power to influence the market.

In Garut, Sukabumi and Cianjur Districts, peer-to-peer activities included use of the SAFE Ludo game to share key messages. Both consumers and vendors loved the game because the messages were communicated in a fun way.

#### ***Collaborative Market Events***

SAFE frames AI issues in the market as something that the market and community can solve together. SAFE implements market events to highlight this optimistic point of view and attract attention in the community, media and decision makers. This event uses an entertainment-educational approach. AI issues are delivered using various approaches, including a technical speech by the local government office, a religious approach, and an entertainment-educational approach.





*A glass shopping window is awarded to the vendor-of-the-month winner at a market event.*



*Market events include other health-related activities such as blood tests and blood donations.*

SAFE and program stakeholders held 17 market events in January 2013 and three more in February. The arrangements and agenda of the market events differed from market to market, depending on what was considered the most effective way to communicate the community and healthy market initiatives to the target audience, which included market vendors and consumers. Activities at the market events included:

- SAFE Ludo games
- Al-Qur'an recitals and sermons on healthy poultry products
- Presentations on healthy market issues
- Entertainment
- Door prizes for quizzes with questions on the key messages
- Cleaning and disinfection



*A Ludo game at a market event in Sukaraja Market, Sukabumi. The participants loved it, because it was educational while still being fun.*

The market events in Bandung, West Bandung, Garut, Tasikmalaya, Cianjur, Sukabumi and Lebak Districts involved activities such as:

- Market cleaning by vendors, volunteers, and market management, assisted by the local government offices. The local government supported the transportation of waste collected during this activity.
- Explanations to the market and community about:
  - Healthy behaviors in the market and hand washing (by the District Health Office)
  - How to provide and select healthy poultry products, AI transmission and risk reduction (by District Livestock Services)
- Religious speeches on the following topics:
  - General health
  - Islamic law on selling goods and healthy poultry products
  - Good business practices
- A video screening on healthy markets

- Entertainment education for consumers and vendors, with music and quizzes on food safety and healthy markets. Quiz winners received biosecurity-related prizes (soap, brooms, cleaning kits).

More than 600 participants were actively involved in these market events.

The market event at Ciawi Market was attended by the West Java Governor, Ahmad Heryawan. According to Arif, Head of the Vendors' Association, market events were fitted to the schedule for the governor's visit, since if the market invited the governor, the impact would be greater.

Market events in West Bandung District were attended by the Bupati, his deputy, and the Chairman of DPRD II. In his speech, the Bupati mentioned that traditional markets play a big role in the district economy. He supported the healthy market initiatives because they really support the market, and therefore the local economy as well. He asked the market management and vendors to continue their efforts.



*"I appreciate all the efforts of the healthy market. A healthy market is needed by business and in trade competition to ensure that healthy products are available to consumers. This initiative should take place in all traditional markets to reflect our seriousness about developing a healthy market to reduce disease transmission."*

**Drs. H. Hasnan Bey Fanani (Member of Parliament, DPR RI) during the market event at Cipanas Market, Cianjur**



*"Traditional markets support the economy, especially the lower-income sector. Markets should be healthy and humane because they are the livelihood of many people. The West Java government supports the initiative and will make improvements to and rehabilitate traditional markets in West Java so that they become healthy markets."*

**West Java Governor Ahmad Heryawan at the Ciawi Market event**

### **Support for and Participation in Healthy Market Initiatives**

The healthy market initiatives continue to receive support and participation from stakeholders, as shown below.

#### **Market Events in West Bandung District**

- District Livestock Services provided funding support for market events in

*"I think the event is an effective way to inform both consumers and markets about health issues, including AI and healthy poultry products. We have allocated a budget for socialization, and it is natural that the impact will be greater if we participate in these activities."*

**Drh. Wiwin AP, Head of Veterinary Public Health, West Bandung Livestock Services**

the amount of Rp. 10,000,000. These funds were used to rent tents and produce additional banners and posters.

- The District Health Office provided an additional media campaign (posters and leaflets).
- The District Cooperatives, Industry and Trade Office provided a booth for an exhibition and vendors in the SME (*Usaha Kecil Menengah* or UKM) network.

#### *Market Event in Ciawi Market*

- West Java Province provided funds of Rp. 30,000,000 to support the market event in Ciawi Market.

#### *Regulation*

- Bandung District government supported the healthy market initiative by issuing two district regulations, one on market retributions and waste management, and the other on zoning and healthy markets.

According to program stakeholders, these regulations were stimulated by SAFE program activities. Usep, an alumnus from the SAFE market manager training and the head of the market managers' association, was one of the drafters of the regulations.



*Entertainment education was a favorite activity at the market events.*

#### **Religious Events (Market and Surrounding Communities)**

All religious event activities were completed in January 2013. In February, Aisiyah facilitators and motivators finalized and completed their final program report and documentation.

A total of 6,500 women from local communities attended the religious events, and this number is likely to increase once Aisiyah completes its data collection. A total of 395 vendors participated in the religious events, while 278 consumers participated in consumer visits to the market. These numbers all exceeded the program target of 4,000 members of the community participating, as well as 200 vendors and 200 consumers.

On 22 February 2013, Aisiyah Central Management Team held an evaluation meeting in Bandung that was attended by 60 Aisiyah facilitators and motivators. The meeting was used to evaluate the implementation of the Consumer Empowerment Program for healthy poultry. It was also attended by the Head of Aisiyah and a USAID representative. Each district gave a five-minute presentation highlighting their achievements, challenges, and lessons learned.

Highlights included:

- Facilitators and motivators in Cianjur District taking the initiative to expand the Consumer Empowerment Program to the other three subdistricts. They also managed to secure a local government commitment to expand the healthy market initiative to include the two other markets.

- A successful radio campaign, with Aisiyah facilitators being asked to continue the talkshow covering matters beyond the SAFE content, and offering advice to families and households.
- Challenges related to geographic barriers, such as distance and terrain of the locations. The main challenge in holding religious events for vendors related to finding an appropriate time. Vendors occasionally expected to receive money for participating. In response, Aisiyah collaborated with PMI to hold religious events for the vendors.
- At the religious events for vendors, most vendors asked Aisiyah to hold similar events targeting farmers and collectors. According to the vendors, they simply receive what the farmers, slaughterers, and collectors give them. So it is not up to them to maintain the quality of chicken carcasses.
- Through this program, Aisiyah was able to expand and add to its village-level chapters.
- The collaboration with SAFE encouraged Aisiyah's facilitators to learn about proper documentation and knowledge management. They are now committed to using this practice in other programs.

At the end of the activity, Aisiyah Central Management announced a plan for West Java Aisiyah to organize Training of Trainers (TOT) training for the remaining 18 districts on 9-10 March 2013. All facilitators would be invited to share their experience with the new facilitators. All facilitators and motivators were also asked to develop a personal action plan for follow-ups and to continue the program.

Sixty participants came from Aisiyah. They had been assigned to become facilitators in West Java for the Consumer Empowerment Program for healthy poultry product. This training was part of the Aisiyah West Java program for replicating the SAFE Consumer Empowerment Initiative in the province. In this training, representatives from all districts and municipalities were invited to participate, with 26 districts and municipalities attending, of which eight were from SAFE project locations.

The TOT training ran for two days. Participants learned the technical aspects of the messages from the provincial health and agricultural offices, and learned from the experiences of their peers in eight locations that have already implemented the program.

The training was opened by the Head of Aisiyah in West Java and SAFE. In her opening remarks, she highlighted three points:

- The importance of increasing the capacity of Aisiyah facilitators as *mubbalighats* (female preachers). The SAFE Consumer Empowerment Program had introduced to Aisiyah a contextual and relevant message for women and housewives – something that Aisiyah could use and elaborate on further to enrich and improve its thematic Quran reading.
- The importance of harmonized messages for healthy poultry products and the consumer empowerment program to avoid confusion among women and housewives.
- The introduction of new Aisiyah representatives at the subdistrict and village levels as a result of implementing the SAFE project in the field. She noted the importance of this



development for Aisiyah as an organization, since Aisiyah's strength lay in its grassroots representatives.

In his opening remarks, the SAFE representative mentioned the following:

- His appreciation of Aisiyah's performance in the field, which had exceeded all expectations.
- The importance of consumers to the healthy poultry program. The project has demonstrated that consumers are an important component of change.
- The project also demonstrated that its messages not only link to cleanliness and sanitation issues but also have a direct impact on economic empowerment. A case in point is the story of Saiful, a poultry vendor in Ciamis who successfully expanded his business. He improved his stall's cleanliness and was able to attract more consumers of poultry carcasses.
- The significance of involving local government officials, who have the technical expertise, content, and potential funds for future programs.

#### *Introduction to training*

During the introduction of the training session, the organizing committee explained that the replication initiative in West Java would follow a 'big sister' format, with the eight locations that had implemented the program being paired with the other 18 locations in West Java. The elder sisters could act as resource persons to their younger sisters.

The timeframe for this activity is three months. Following the TOT, each facilitator will be asked to disseminate the messages at Quran readings.

The Aisiyah West Java Head also mentioned the availability of Information, Education, and Communication (IEC) materials to support the facilitators' work in the field, including materials developed by Aisiyah Central Management and by the Tasikmalaya district facilitator.



*Aisiyah West Java organized TOT training for 18 districts on March 9-10, 2013. The facilitators who had been working in eight SAFE working districts were invited to share their experiences with the new facilitators. The Livestock Services and Health Offices provided Aisiyah facilitators and motivators with technical knowledge related to AI. By the end of the training, all district chapters had developed action plans.*

#### *Presentation by Local Government Officials (Livestock and Health)*

The technical content of AI in both poultry and humans was presented by the Livestock and Health Offices. Subjects covered included:

- *Livestock*: What is AI disease, what are the signs of a healthy carcass, how to store carcasses and eggs correctly, what the sources of contamination are during food handling/cooking, and how to avoid becoming infected by AI.
- *Human Health*: What is AI disease, what are the clinical signs of a person infected with AI, and what is the procedure to respond to AI.

#### *Presentation by SAFE*

The materials covered included IEC materials and messages. The key messages concerned AI prevention for consumers, healthy markets, and AI in humans. Each IEC material was demonstrated and explained. All participants received a disc containing: guidelines for communication, the IEC materials, and radio campaign materials.

#### *Action Plan*

The steps to be taken by each facilitator after the TOT were as follows:

- All facilitators will return to their areas and recruit at least two motivators for healthy poultry per subdistrict.
- They will provide training for these motivators.
- They will conduct group Quran recitals with the help of these motivators.
- They will meet local informal leaders and engage in advocacy for healthy poultry and healthy markets.
- They will write reports on their activities in the field and submit these to the West Java management team.

### **2.2.2 Summary of healthy poultry and market electronic/social media activities (SMS blast broadcasts, Aisiyiah and Combine websites, Facebook and Twitter)**

#### **SMS Broadcast**

There are 1,200 mobile telephone numbers registered in the system, divided into three groups: market managers, vendors, and consumers. A total of 40 messages were broadcast this quarter. These messages mainly concerned AI in humans, provided information about market events, cleanliness, healthy chicken carcasses and healthy markets, and promoted radio talk shows.

#### **Upload Information about Healthy Poultry and Healthy Market on Websites under Combine and Aisiyiah**

Thirty-three articles were uploaded to the suarakomunitas.net website this quarter. Total hits for these articles reached over 350 page views. The list of articles, their URLs and dates of publication are provided in the table.

**Table 7: List of Articles Uploaded onto suarakomunitas.net during Quarter**

No.	Date	URL Link	Title
1	12 January	<a href="http://www.suarakomunitas.net">www.suarakomunitas.net</a>	CAGUB Blusukan Pasar Cipanas
2	12 January	<a href="http://www.suarakomunitas.net">www.suarakomunitas.net</a>	Konsumen Bersuara Saat Bencana Tiba
3	12 January	<a href="http://www.suarakomunitas.net">www.suarakomunitas.net</a>	Pengecekan rutin tempat jualan pedagang ayam di pasar Jonggol dan Citayam
4	12 January	<a href="http://www.suarakomunitas.net">www.suarakomunitas.net</a>	Minngu besok Pengelola pasar Rajapolah siap gelar Pasar Sehat

5	11 January	<a href="http://www.suarakomunitas.net">www.suarakomunitas.net</a>	Perlu adanya perbaikan pengelolaan pasar Ciawi
6	11 January	<a href="http://www.suarakomunitas.net">www.suarakomunitas.net</a>	Temu anggota Raspen FM dan Pengumuman quis bukan salah ayam
7	8 January	<a href="http://www.suarakomunitas.net">www.suarakomunitas.net</a>	Pasar sukanegara di cap sebagai Pasar Kotor
8	8 January	<a href="http://www.suarakomunitas.net">www.suarakomunitas.net</a>	Peringatan Muludan Refleksikan kondisi Pasar
9	8 January	<a href="http://www.suarakomunitas.net">www.suarakomunitas.net</a>	Pedagang Ayam Sukaraja Panjatkan Doa
10	18 January	<a href="http://www.suarakomunitas.net">www.suarakomunitas.net</a>	Program Safe membawa berkah pedagang ayam potong
11	15 January	<a href="http://www.suarakomunitas.net">www.suarakomunitas.net</a>	Ibu Ida, pesan anak tetap jadi pedoman jualan ayam yang sehat
12	15 January	<a href="http://www.suarakomunitas.net">www.suarakomunitas.net</a>	Sisi lain gebyar pasar sehat
13	15 January	<a href="http://www.suarakomunitas.net">www.suarakomunitas.net</a>	Kolaborasi antisipasi flu burung di kabupaten bogor
14	16 January	<a href="http://www.suarakomunitas.net">www.suarakomunitas.net</a>	Ramainya Gebyar Pasar Sehat di Malangbong
15	19 January	<a href="http://www.suarakomunitas.net">www.suarakomunitas.net</a>	Siswa SLB pun berpartisipasi di Gebyar Pasar sehat Rajapolah
16	19 January	<a href="http://www.suarakomunitas.net">www.suarakomunitas.net</a>	HIPPAS Ciawi akan gelar tablig akbar saat gebyar Pasar sehat
17	22 January	<a href="http://www.suarakomunitas.net">www.suarakomunitas.net</a>	Gebyar Kolaborasi menuju pasar sehat di Soreang
18	22 January	<a href="http://www.suarakomunitas.net">www.suarakomunitas.net</a>	Perjuangan Panjang seorang pedagang ayam di pasar Soreang
19	22 January	<a href="http://www.suarakomunitas.net">www.suarakomunitas.net</a>	TPS dipasar Lembang perlu di benahi
20	22 January	<a href="http://www.suarakomunitas.net">www.suarakomunitas.net</a>	Warga Pasar Sayati sambut kolaborasi menuju pasar sehat
21	21 January	<a href="http://www.suarakomunitas.net">www.suarakomunitas.net</a>	Renofasi Pasar sisakan masalah
22	21 January	<a href="http://www.suarakomunitas.net">www.suarakomunitas.net</a>	Bersih dan sehat dipasar lebih utama karena untuk khalayak
23	1 February	<a href="http://www.suarakomunitas.net">www.suarakomunitas.net</a>	Buang Sampah Sembarangan Picu Banjir di Bandung
24	2 February	<a href="http://www.suarakomunitas.net">www.suarakomunitas.net</a>	Obrolan Bahan Pangan Berformalin di Warung Kopi
25	11 February	<a href="http://www.suarakomunitas.net">www.suarakomunitas.net</a>	PMI Kabupaten Serang sumbang Radio Kabel
26	11 February	<a href="http://www.suarakomunitas.net">www.suarakomunitas.net</a>	Koramil Cikande dukung pasar bersih
27	12 February	<a href="http://www.suarakomunitas.net">www.suarakomunitas.net</a>	Tanpa membangun mental masyarakat, Pasar sehat hanya mimpi
28	18 February	<a href="http://www.suarakomunitas.net">www.suarakomunitas.net</a>	Pengunjung Banjiri Gebyar kolaborasi pasar rangkas
29	18 February	<a href="http://www.suarakomunitas.net">www.suarakomunitas.net</a>	Wakil Ketua PMI serang Himbau PHBS
30	18 February	<a href="http://www.suarakomunitas.net">www.suarakomunitas.net</a>	Mantri Pasar Banjarsari terbantu dengan program SAFE
31	21 February	<a href="http://www.suarakomunitas.net">www.suarakomunitas.net</a>	Prospek Pasar Sehat ala Program
32	22 February	<a href="http://www.suarakomunitas.net">www.suarakomunitas.net</a>	Fluktuasi Harga Daging Ayam
33	22 February	<a href="http://www.suarakomunitas.net">www.suarakomunitas.net</a>	Radio, Sederhana tapi efektif

### Post updates on healthy poultry and markets through social media (Facebook and Twitter)

There were 18 articles uploaded to the Aisiyyah Facebook page this quarter. A list of these articles and their dates of publication is listed in the table below.

**Table 8: List of Articles on Aisiyyah's Facebook during Quarter**

No.	Date	URL Link	Title
1	7 January	Facebook Aisiyyah	Berita vaksin flu burung
2	8 January	Facebook Aisiyyah	Gejala flu burung pada manusia
3	12 January	Facebook Aisiyyah	Berita kegiatan di Tasikmalaya
4	15 January	Facebook Aisiyyah	Resep masak ayam kluwek
5	15 January	Facebook Aisiyyah	Share informasi dari media nasional
6	17 January	Facebook Aisiyyah	Tips memilih daging segar
7	17 January	Facebook Aisiyyah	Mengenal daging rusak
8	21 January	Facebook Aisiyyah	Share informasi media
9	22 January	Facebook Aisiyyah	Resep ayam bumbu londho
10	2 February	Facebook Aisiyyah	Cara Penularan Flu Burung
11	2 February	Facebook Aisiyyah	Resep Masakan
12	9 February	Facebook Aisiyyah	Etika Berdagang
13	11 February	Facebook Aisiyyah	Share Foto Gebyar Pasar Sehat
14	11 February	Facebook Aisiyyah	Beternak Bersih dan Sehat, Membuka Pintu Rezeki
15	15 February	Facebook Aisiyyah	Resep Masak
16	16 February	Facebook Aisiyyah	Urgensi Membangun Pasar Sehat
17	16 February	Facebook Aisiyyah	Urgensi Keterlibatan Konsumen dalam Membangun Pasar Sehat
18	26 February	Facebook Aisiyyah	Kualifikasi Pasar Sehat

There were 12 messages posted in the Twitter account of Unggas Sehat. This account now has 453 followers. The message topics included good farming practices, how to choose healthy poultry carcasses, and the signs of AI in humans. The messages have been re-tweeted by followers, resulting in a larger number of message recipients.

### 2.2.3 Capacity building workshop on SMS

Completed.

### 2.2.4 Summary tools/job aids (short films on healthy market initiative, bulletin on healthy poultry and markets, audio recording for community radio, and khutbah books)

#### Short films

During Phase 2 of the Combine activity, from September 2012 to February 2013, a total of 19 community videos were produced and screened in demonstration markets, compared with an initial target of five videos. The Phase 1 video production process had been done through the local community, and in Phase 2 the process was expanded to involve not only local communities surrounding the demonstration markets, but also communities nationwide. Combine announced a national video competition to promote greater awareness about healthy markets and healthy poultry in the community at large.

Selection and evaluation of the videos involved two categories: the public and students. The top three videos in each category were duplicated for airing in 20 market locations. These winning videos were aired together with locally produced videos developed by the communities living near the demonstration markets. The top three videos in each category were as follows:

#### Students

No.	Title	City/District	Director
1	<i>Meski Tersisih, Pasar Majenang Tetap Bangkit</i>	Majenang	Tri Hermansyah
2	<i>Pancawarabadi</i>	Wonosari	Nia Widyastuti
3	<i>Pasar Bersahaja</i>	Kediri	Ghani Rasyidi Utama

#### The Public

No.	Title	City/District	Director
1	<i>Pasare Resik, Atine Becik, Rejekine Apik, Sing Tuku Rakecelik</i>	Yogyakarta	Dwi Agus
2	<i>Perubahan</i>	Bandung	Aldito Virandi Tagor
3	<i>Pasar Tradisional dan Sistem Informasi</i>	Cilacap	M. Ridlo S

#### Videos by community and SAFE/Combine facilitators (not winning the competition)

No.	Title	City/District	Producer and Director
1	<i>Gerakan KSR PMI Kabupaten Serang dalam SAFE USAID</i>	Serang	PMI Serang
2	<i>Ayamku Takut Membawa Virus</i>	Lebak	
3	<i>Peran Media dalam Kampanye Pasar Sehat Program Talkshow</i>	Sukabumi	Pasar Sehat Sukabumi and media community
4	<i>Si Manis Mutiara Ciamis</i>	Ciamis	Pasar Manis community



5	<i>Sampah Hilang Rejeki Lapang</i>	Garut	Pasar Malangbong community
6	<i>Pasar Desa Sukamukti, Pusat Segitiga Emas Pegunungan Garut</i>	Garut	Pasar Sukamukti community
7	<i>Keterlibatan PMI dalam Pasar Sehat</i>	Cianjur	Pasar Sehat Cianjur and media community
8	<i>Penggunaan Pakan alternatif dimusim pancaroba membantu mencegah resiko kematian pada ayam/unggas</i>	Bandung	Abilawa film
9	<i>Kewaspadaan Warga Pasar Terhadap Virus Flu Burung</i>	Bandung	

*Other videos by the public that did not win:*

No.	Title	City/District	Producer/Director
1	Pasar Pelelangan Ikan	Bandar Lampung	Aldino Saputra
2	Potret Pasar	Cilacap	Insan Indah Pribadi
3	Prembaen Bersih	Semarang	Budi Handoyono
4	Pasar Coba	Bogor	Prakoso Ari Wibowo

### **Bulletin**

All areas have produced and distributed their bulletin. A total of 1,200 copies were distributed to PMI, Aisyiyah, vendors, and market managers.

### **Audio-recording**

A total of 12 audio messages were recorded in the previous quarter. In this quarter, those messages were copied to CDs and distributed to 300 radio communities in the Combine network, in Jakarta, Yogyakarta, West Java, Central Java, East Java, West Nusa Tenggara, Bali, North Sumatra, West Sumatra, Lampung, Aceh, Sulawesi, Kalimantan, and Papua.

### *Deliverables*

- Partner's planning workshop – Completed
- Summary of community outreach activities (peer-to-peer, entertain-educate, video screening, consumer group visits to market, religious events) in Quarterly Reports – Completed
- Summary of healthy poultry and market electronic/social media activities (SMS blast broadcasts, Aisyiyah and COMBINE websites, Facebook and Twitter) in Quarterly Reports – Completed
- Advocacy training for facilitators – Completed
- Capacity building workshop on SMS – Completed
- Summary tools/job aids (short films on healthy market initiative, bulletin on healthy poultry and markets, audio recording for community radio, and *khutbah* books – Completed

## **Activity 2.3. Support improvement of vendor stalls**

See results of district consultative meetings.

### *Deliverables*

- Summary of modifications in Quarterly Reports – Completed

## Activity 2.4. Maintain market stakeholder improvements

### *Healthy market community activities*

There were 71 activities this quarter. In January there were 29 healthy market initiative activities in all 20 demonstration markets. These activities took various forms, as described below.

- a. There were minor improvements to stalls, cages, drainage and pathways in Sukanehara market (Cianjur), Batujajar and Lembang Markets (West Java), Maja Market (Lebak) and Jonggol Market (Bogor).
- b. There were minor improvements to slaughtering facilities at Parungkuda and Sukaraja Markets (Sukabumi) and Sayati Market (Bandung). The owner of slaughtering facilities provided funds for labor, sand and tools, while the SAFE budget for regular market meetings was used to obtain ceramic and cement.
- c. Cleaning and Disinfection (C&D) activities took place and cleaning kits and tools (2- and 4-wheel carts, brooms) were provided in markets in West Bandung, Bandung, Sukabumi, Bogor, Ciamis, Tasikmalaya and Lebak Districts.

All of these activities involved participation from vendors, market management, District Industry and Trade offices, District Livestock Services, and District Health offices. Livestock Services staff provided technical expertise. These activities gave participants hands-on skills in C&D, with disinfectant being provided and additional sprayers being made available. These activities also involved PMI volunteers.

In February, 42 healthy market initiative activities were conducted in all 20 working markets. These activities can be categorized into the following groups:

- Regular C&D activities. The vendors were supported by market managers and District Livestock Services in conducting C&D.
- Minor repairs and improvements to vendor stalls, with the funds being provided by the vendors. Some materials were purchased using the meeting budget. The vendors had agreed to use this meeting budget for other uses, such as improving facilities, buying ceramic and cement. They used their own funds to purchase sand, paint and other materials, and also provided their own labor.
- Vendors also provided the tools to support biosecurity in the market. SAFE only facilitated the meeting to decide which tools were needed. A list of these tools follows:
  - 15 sets of working clothes for cleaning staff and workers at slaughtering facilities in Bandung district;
  - 56 pairs of boots for carcass vendors and cleaning staff in Garut district;
  - 15 units of glass-based carcass displays for carcass vendors in Sukabumi district;
  - Fiber-based cutting boards for 40 carcass vendors in Tasikmalaya district;
  - 26 stainless steel cutting knives for carcass vendors in Garut district; and
  - One steamer unit for Batujajar market in West Bandung district.

- A study visit from Jonggol and Citayam markets in Bogor District was arranged in Cipanas market. Participants included market managers under PD Tohaga, District Industry and Trade Office, Livestock Services and Health Office. They studied zoning and market management at Cipanas market.
  - Visitors learned the importance of a vendor representatives union to act as the mediator in communicating vendors' aspirations;
  - They appreciated that regulation is needed to ensure the zoning system can be implemented; and
  - They realized that traditional markets have the potential to compete with modern markets if they have clean facilities and healthy products.

#### *Deliverables*

- LBM maintenance plans – Completed
- Healthy market community activities conducted – Completed

### **Activity 2.5. Establish Vendor of the Month award**

There were 20 Vendor of the Month (VOM) activities this quarter. There were two methods used by the markets to select vendors, based on agreement among market stakeholders on the most appropriate way.

In the first method, an evaluation was conducted by representatives from the District Industry and Trade Office, District Livestock Services, District Health Office, and PMI adopted the healthy market manual from the Ministry of Health (Kepmenkes RI No. 519/MENKES/SK/VI/2008). The evaluation team visited each stall and assessed the following criteria:

- Cleanliness of the stalls
- Cleanliness of the utensils used
- Proper use of PPE
- Availability and proper use of waste bins and hand washing facilities.

The districts using this method were Bandung, West Bandung, Bogor and Lebak.

The second method was a combination of the first method with full participation by consumers.

- Consumers voted for their chosen vendor.
- A committee in each district assessed the vendors in the markets.
- These two evaluations were collated to determine the vendor of the month.

Each winner of the VOM competition received a token of appreciation, taking the form of certificates, utensils and other biosecurity-related items (mica boards, aprons, soaps, brooms, and glass-based shopping windows. Representatives giving these tokens of appreciation varied, although most of them were the relevant Dinas staff. However, in West Bandung the Bupati gave the award to the selected vendors.

#### *Deliverables*

- Summary of vendor award program in Quarterly Reports – Completed

### Activity 2.6. Air radio serial drama

The second rerun of the radio drama took place on 10 commercial radio stations in West Java and Banten. These radio stations were PISS FM 102.4 (Ciamis), Radio Antares 98.6 FM (Garut), Mayanada 98 FM (Bandung), Radio Lita 90.9 FM (Bandung Barat), BJ Radio 94.10 FM (Tasikmalaya), Teman FM (Bogor), Pasundan 93.1 FM (Cianjur), RSPD 99.9 FM Sukabumi – Jeckrem (Sukabumi),

Ramaloka 96.5 FM (Serang), and GeNj Radio 95.7 FM (Lebak). This second rerun was completed in February.



*Talk show with farmers in Lebak on good farming practices; briefing before talk show with the broadcaster*

These broadcasts were accompanied by radio talk shows. The table below summarizes the talk shows that took place in Tasikmalaya.

Radio	Resource Persons	Topic
Buana Jaya 94.3 FM	1. Usep Mulyadi (PMI Tasikmalaya) 2. H. Donny (Head of Vendor Association in Ciawi)	Signs of healthy poultry carcasses
Buana Jaya 94.3 FM	1. Sri (Consumer) 2. IMAS (Consumer)	Avian influenza
Buana Jaya 94.3 FM	1. Kendi Effendi and Dadi Mulyadi (Livestock Office) 2. Cepi (Aisyiyah Tasikmalaya)	Avian influenza in humans
Buana Jaya 94.3 FM	1. Hj. Nia (Industry Office) 2. H. Moch. Donny (Vendor Association)	Healthy food markets
Buana Jaya 94.3 FM	1. Ai dan Deis (PMI Tasikmalaya) 2. Dede Sulaeman (Vendor Association Rajapolah)	Cleaning and disinfection in markets
Buana Jaya 94.3 FM	1. Ust. Cecep Iwan Ridwan (Aisyiyah Tasikmalaya) 2. Sri Wanda+Mia Rahmi (Aisyiyah Clinic)	Healthy poultry – <i>halal</i> and clean

#### *Deliverables*

- Radio serial drama episodes aired – Completed

### Activity 2.7. Develop targeted communication tools to support changes in LBM

#### **2.7.1 Reproduction of SAFE IEC materials by partners**

This quarter, three partners reproduced or were in the process of reproducing SAFE IEC materials using their own funds and resources, namely, the National Commission on Zoonosis, the Ministry of Health, and Aisyiyah West Java Provincial Chapter.

- The National Commission on Zoonosis is currently producing 1,000 copies of each material for further distribution to local government officials.
- The Ministry of Health is planning to reproduce the 12 episodes of the SAFE radio drama for further distribution to provincial health offices.

- Aisyiyah in West Java produced 500 copies of the SAFE poster on AI in humans for distribution in the other 18 cities and districts that were not in the SAFE program.

SAFE provided the three partners above with replication guidelines and softcopies of all IEC materials.

*Deliverables*

- IEC materials developed – Completed

**Activity 2.8. Provide health communication strategy workshop to ministry program/communication staff (Same as Objective 3, activity 8)**

*Deliverables*

- Report on Health Strategic Communication Workshop – Completed

**OTHER**

***Replication of Healthy Market and Community Empowerment Initiative by partners***

The following documents were provided to partners for as background information and to use for replication of the Healthy Market and Community Empowerment Initiative:

1. *Presentation on Designs of SAFE Program: Objectives, Methods, Activities, and Deliverables* – presented at Workshop for SAFE Facilitators, Bandung, 24 January to 2 February 2012
2. *SAFE Year 1 Highlights* – list of all SAFE deliverables in the first year of implementation
3. *SAFE Year 2 Highlights* (English version) – list of all SAFE deliverables in the second year of implementation
4. *Write Up on SAFE Progress in the second year* (Bahasa version) – list of all SAFE deliverables in the second year of implementation
5. *Presentation on SAFE Program and Deliverables (Community Initiative and Healthy Market)* – presented at Coordination Meeting of Avian Influenza for all Livestock Offices in West Java province, Bandung, 28 September 2012
6. *Guideline for Communication Program Implementation in the Field* – presented to SAFE facilitators as reference in conducting campaigns in the field. The guidelines include strategy, method, and key messages.
7. *SMS Guideline: Method and Content* – presented to SAFE facilitators as a reference document for broadcasting SMS to target groups
8. *Guideline for Quran Recital Event to Consumers* – presented to SAFE facilitators for reference in conducting religious events among consumers as a method of socialization for AI prevention and control.
9. *Guideline for Radio Campaign* – presented to SAFE facilitators as a reference in conducting radio campaigns for target groups

10. *Summary of Healthy Food Market Guideline from Minister of Health Decree* – presented to SAFE facilitators as a reference in conducting healthy market initiatives. This document is a summary of Minister of Health Decree No. 519/2008 regarding Healthy Food Market Implementation.
11. *Key Messages Series: Healthy Market* – presented to SAFE facilitators as a reference document for conducting campaigns in the field regarding healthy markets
12. *Key Messages Series: Food Safety and Healthy Behaviors during Food Handling* – presented to SAFE facilitators as a reference for safe food handling and safe kitchens in the home
13. *Key Messages Series: Avian Influenza in Humans* – presented to SAFE facilitators as a reference for campaigning about AI control in humans
14. SAFE IEC materials:
  - Posters for each target group – 1) Commercial Poultry Farmers, 2) Poultry Transporters, 3) Poultry Slaughterers, 4) Poultry Vendors, 5) Market Managers, 6) Consumers, 7) Backyard Chicken Farmers, 8) Collectors, 9) Central Poster, 10) Consumer Empowerment
  - Leaflets for each target group – 1) Commercial Poultry Farmers, 2) Poultry Transporters, 3) Poultry Slaughterers, 4) Poultry Vendors, 5) Market Managers, 6) Consumers, 7) Backyard Chicken Farmers, 8) Collectors, 9) Consumer Empowerment
  - Poster on AI in Humans
  - Flipchart
  - Recipe Brochure
  - Ludo Board Games (a package containing board, judge's evaluation, question card)
  - Jingle

Aisiyah West Java chapter has become a pioneer in replicating the SAFE consumer empowerment program to the remaining 16 districts in West Java. Aisiyah conducted a TOT for 36 facilitators in March, and will continue the SAFE program for consumer empowerment in the other 16 districts.



*Ms. Muthiah Umar, Chairperson of Aisiyah West Java Chapter, announces the start of replication of SAFE's Consumer Empowerment initiative in all 26 districts in West Java, at the Chapter's Provincial Work Plan Meeting.*

### ***Inter-Ministerial Health Communication Group Workshop held on 25 February 2013 at the SAFE Office in Jakarta***

The Health Communication Group Workshop held in Bandung on 16-20 April 2012 brought together 33 participants from various ministries and agencies that deal with AI in Indonesia. The alumni of this workshop have stayed in touch and worked closely, resulting in better coordination in

the area of zoonotic diseases, in particular AI. As a result, they have become a cross-sectoral government group striving for policy and behavioral change.

As the SAFE program comes to an end, SAFE brought this group together again to share SAFE lessons learned and best practices from the field as well as the experience of our Indonesian civil society partner, Aisiyiah. Through this meeting SAFE plans to support a partnership between the Indonesian government and strategic partners such as non-governmental organizations and other local stakeholders, to provide a model for disease prevention and management in Indonesia.

In addition, this workshop served as a platform for sharing information, in particular, updates on the status of the Komnas Zoonosis workplan and the government's response to the newest strain of the AI virus.

The Inter-Ministerial Health Communication Group Workshop was held on 25 February 2013 at the SAFE office, Plaza UOB, 27th Floor, Jakarta. There were 15 participants from the National Commission on Zoonotic Control/Coordinating Ministry of Community Welfare (Komnas Zoonosis), Public Affairs Office (Ministry of Agriculture), Animal Health Office (Ministry of Agriculture), Veterinary Public Health and Post Production (Ministry of Agriculture), Environmental Health (Ministry of Health), Ministry of Information and Communication, Livestock Office and Health Office of Banten Province, Livestock Office and Health Office of West Java Province, and Aisiyiah West Java Provincial Chapter.

The objectives of the workshop were to:

- Share lessons learned and best practices from SAFE implementation in the field, with the aim of handing over some of the SAFE program elements to the government.
- Share lessons learned from Aisiyiah, particularly their experience in conducting consumer empowerment activities in the field.
- Exchange of information among government agencies in the areas of AI prevention, control and management, including the most recent Komnas Zoonosis workplan.

Presentations were made by Komnas Zoonosis, SAFE, Aisiyiah West Java Province, and the Ministry of Agriculture.

As a result of this meeting, the Ministry of Agriculture, Ministry of Information and Communication, and Livestock Office of West Java Province expressed interest in collaborating with Aisiyiah, both in AI and in other areas of development. Aisiyiah welcomed this positive response, and plans to follow this up with a bilateral meeting.

At the meeting, SAFE shared lessons learned and experiences with the participants. SAFE demonstrated the use of K4Health and received positive feedback on this online platform. SAFE also distributed all the guidelines for replication on a CD and in a Teaching Farm Booklet.

OBJECTIVE 2 ACTIVITIES	DELIVERABLE	QUARTER				
		Q1 Apr - Jun 2012	Q2 Jul - Sept 2012	Q3 Oct – Dec 2012	Q4 Jan - Mar 2013	Q5 Apr- Jun 2013
ACTIVITY 1 Organize and conduct consultative meetings to develop and establish local ownership	Regular district operational meetings	√	√	√	√	
	Provincial advocacy/update meetings		√	√	√	
	District technical sustainability meetings		√	√	√	
ACTIVITY 2 Establish local NGO involvement to create consumer demand activities	Partner's planning workshop		√			
	Summary of community outreach activities (peer-to-peer, entertain-educate, video screening, consumer group visits to market, religious events) in Quarterly Reports	√	√	√	√	
	Summary of healthy poultry and market electronic/social media activities (SMS blast broadcasts, Aisyiyah and Combine websites, Facebook and Twitter) in Quarterly Reports		√	√	√	
	Advocacy training for facilitators		√			
	Capacity building workshop on SMS			√		
	Summary tools/job aids (short films on healthy market initiative, bulletin on healthy poultry and markets, audio recording for community radio, and <i>khutbah</i> books	√	√	√	√	
ACTIVITY 3 Support improvement of vendor stalls	Summary of modifications in Quarterly Reports	√				
ACTIVITY 4 Maintain market stakeholder improvements	LBM maintenance plans		√			
	Healthy market community activities conducted	√	√	√	√	
ACTIVITY 5 Establish Vendor of the Month award	Summary of vendor award program in Quarterly Reports		√	√	√	
ACTIVITY 6 Air radio serial drama	Radio serial drama episodes aired		√	√	√	
ACTIVITY 7 Develop targeted communication tools to support changes in LBMs	IEC materials developed	√				
ACTIVITY 8 Provide health communication strategy workshop to ministry program/communication staff (Same as Objective 3, activity 8)	Report on Health Strategic Communication Workshop	√				



## **OBJECTIVE 3. INCREASE KNOWLEDGE OF SIGNS/SYMPTOMS AND RISK FACTORS FOR AI-RELATED ILLNESS IN PEOPLE AND PROMOTE BEHAVIORS THAT IMPROVE HOUSEHOLD-LEVEL CARE-SEEKING IN RESPONSE TO AI-RELATED ILLNESS**

### **OVERVIEW**

All activities have been completed. Aisiyah will include the key care seeking messages and materials in their adoption of SAFE program implementation at a national level. Starting in March, Aisiyah began supporting community activities using its own budget in all 26 districts in West Java.

### **ACTIVITY PROGRESS**

#### **Activity 3.1. Analyze data from HUS and Clinician's KAP Survey**

##### *Deliverables*

- HUS Final Report – Completed
- Clinician's KAP Survey Topline Findings Report – Completed

#### **Activity 3.2. Create new report versions of the HUS and C-KAP**

##### *Deliverables*

- HUS condensed report – Completed
- C-KAP condensed report – Completed

#### **Activity 3.3. Present findings from HUS and C-KAP to MOH, partners and stakeholders**

##### *Deliverables*

- Presentation of HUS and C-KAP to international stakeholders – Completed

#### **Activity 3.4. Build consensus and develop priority messages for care-seeking behaviors**

##### *Deliverables*

- Priority messages on care-seeking behaviors drafted – Completed
- Priority messages on care-seeking behaviors finalized – Completed

#### **Activity 3.5. Develop a communication strategy**

*Deliverables*

- Final communication strategy document – Completed

### **Activity 3.6. Develop a communication poster with key messages**

*Deliverables*

- IEC materials developed, pre-tested, finalized, and produced – Completed

### **Activity 3.7. Disseminate care-seeking key messages**

A total of 5,000 copies of the Objective 3 poster were produced, with 3,500 copies distributed through Aisiyah religious events in 10 districts. Another 1,300 copies of the poster have been provided to Aisiyah West Java chapter to support program replication.

In January 2013, only Lebak did not hold any religious events, having completed all its events in December 2012. The other nine locations conducted the last round of religious events, focusing on disseminating messages on Avian Influenza in humans and how to respond to it (Objective 3 key messages).

There were 600 participants in total. Socialization in Cianjur, Serang, and Garut each reached 100-130 people. Participants also included members of the local parliament and representatives from local offices. In the other six locations (Tasikmalaya, Bandung, Bandung Barat, Ciamis, Sukabumi, and Bogor), the number of participants ranged between 40 and 50 people per event.

The following was the main feedback on the events and messages:

- All participants now realized that AI in humans has similar symptoms to common flu, with the main difference being that AI can be dangerous and even fatal.
- All participants committed to seeking medical help immediately if they became infected with flu. They will not self-medicate and will not wait two days before going to a doctor or clinic.
- All participants committed to inform medical practitioners of their contact history with poultry.
- All participants, who were mostly housewives and mothers, also committed to watch over their children closely and not to let them play with poultry.
- Overall, feedback on the AI in humans messages was extremely positive.



*Aisiyah religious events using pictorial cards in small group discussions*

*Deliverables*

- IEC materials and messages disseminated – Completed

**Activity 3.8. Provide health communication strategy workshop to ministry program/communication staff (*Same as Objective 2, activity 8*)**

*Deliverables*

- Report on Strategic Health Communication Workshop – Completed

OBJECTIVE 3 ACTIVITIES	DELIVERABLE	QUARTERS				
		Q1 Apr - Jun 2012	Q2 Jul - Sept 2012	Q3 Oct – Dec 2012	Q4 Jan - Mar 2013	Q5 Apr- Jun 2013
ACTIVITY 1 Analyze data from HUS and Clinician's KAP Survey	HUS and C-KAP final report	√				
ACTIVITY 2 Create new report versions of the HUS and C-KAP	Condensed HUS Word report Condensed C-KAP Word report		√			
ACTIVITY 3 Present findings from HUS and C-KAP to MOH, partners and stakeholders	Presentation of HUS and C-KAP to international stakeholders	√				
ACTIVITY 4 Build consensus and develop priority messages for care-seeking behaviors	Priority messages on care-seeking behaviors drafted		√			
	Priority messages on care-seeking behaviors finalized		√			
ACTIVITY 5 Develop a communication strategy	Final communication strategy document			√		
ACTIVITY 6 Develop a communication poster with key messages	IEC material developed, pre-tested, finalized, and produced			√		
ACTIVITY 7 Disseminate care-seeking key messages	IEC materials and messages disseminated			√	√	
ACTIVITY 8 Provide health communication strategy workshop to ministry program/ communication staff (Same as Objective 2, activity 8)	Report on Health Strategic Communication Workshop	√				

## OBJECTIVE 4. COORDINATE WITH AND FACILITATE COMMUNICATION AMONG PARTNERS

### OVERVIEW

SAFE continued to coordinate with, support and facilitate communication among partners. Three Chief of Party meetings were held at SAFE offices. SAFE continued to upload documents to the Knowledge for Health (K4Health) website. SAFE developed a series of one-page success stories highlighting the SAFE program and began developing booklets for the information series.

### ACTIVITY PROGRESS

#### Activity 4.1. Document/highlight SAFE activities

##### 4.1.1 Success Stories

SAFE developed ten one-page success stories on the following highlights of the SAFE program:

- Citizen Journalism Takes on a Consumer's Right to Healthy Poultry Products at Live Bird Markets;
- From Inspired to Inspirational;
- Market Poultry Vendors Increase Biosecurity Practices;
- Radio Drama Series Highlights Poultry Value Chain Risks and Romance;
- Koran Readings Highlight Importance of Healthy Poultry Markets and Products;
- Community Videos Spark Interest in Healthy Poultry Markets;
- Market Poultry Vendors Increase Biosecurity Practices;
- Poultry Farmers Self-Finance Biosecurity Changes;
- Vocational School Improves Student Knowledge of Good Biosecurity and Farming Practices; and
- Market Manager Influences District Government Regulations.

##### *Deliverables*

- Articles/press clippings/success stories – Ongoing

#### Activity 4.2. Develop, produce and disseminate an information series

SAFE finalized the following two booklets in the information series:

- Health Care Utilization Survey in East Jakarta and Bogor District Indonesia: Healthcare Seeking for Avian Influenza and other Influenza-Like Illnesses; and
- Clinicians' KAP Survey in East Jakarta and Bogor Districts Indonesia: Healthcare Provider Practices for Avian Influenza and other Influenza-Like Illnesses.

SAFE has developed and is in the process of finalizing the following booklets in the series:

- Commercial Farmer Perspectives: Biosecurity, Good Farming Practices, Incentives and Benefits;
- The Teaching Farm: An Innovative Approach to Improving Biosecurity;
- Healthy Markets and Community Empowerment Initiative; and
- Reinforcing Health Messages and Change through Social, Mobile and Community Media.

*Deliverables*

- Five documents developed – Began in Year 2, Quarter 4
- Five documents produced and disseminated – Began in Year 2, Quarter 4

### Activity 4.3. Upload A/PI stakeholder information onto K4Health website

This quarter, 31 new documents were uploaded to K4Health. Below is a list of these documents.

No.	Filing Category	Title	Description	Produced by
1	API Projects in Indonesia	Construction of NVDAL Laboratory BSL-3	Progress of NVDAL BSL-3 Construction	National Veterinary Drug Assay Laboratory (NVDAL)
2	API Projects in Indonesia	Enhancing the Capacity of Government of Indonesia and Partners to Control HPAI	Enhancing the capacity of the Government of Indonesia and partners to control Highly Pathogenic Avian Influenza (HPAI)	The Emergency Centre for Transboundary Animal Diseases (ECTAD)/FAO
3	API Projects in Indonesia	Australia Indonesia Partnership for Emerging Infectious Diseases	Australia Indonesia Partnership for Emerging Infectious Diseases: Animal Health Program	FAO/AUSAID
4	International & USAID Partners	USAID	USAID's Programs for Avian Influenza and Other Emerging Pandemic Threats	USAID
5	API Projects in Indonesia	DELIVER Project	DELIVER Project Presentation for Donor Coordination Meeting 3 May 2012	DELIVER Project
6	API Projects in Indonesia	Developing Sustainable Surveillance and Response for Seasonal and Avian Influenza	CDC Presentation on Developing Sustainable Surveillance and Response for Seasonal and Avian Influenza	Center for Disease Control and Prevention
7	International & USAID Partners	WHO	WHO Indonesia Collaboration with Animal Health	World Health Organization

8	API Projects in Indonesia	Live Bird Market Rehabilitation and Cleaning and Disinfection Station	Live Bird Market Rehabilitation and Cleaning and Disinfection Station Designs by FAO-Market Team Indonesia	FAO
9	Training	Market Chain cleaning and disinfection training	Personal Protective Equipment (PPE)	FAO
10	Training	Market Chain cleaning and disinfection training	<i>Alat Pelindung Diri (APD)</i>	FAO
11	Training	Market Chain cleaning and disinfection training	Principles of Decontamination in Poultry Market Chain	FAO
12	Training	Market Chain cleaning and disinfection training	<i>Prinsip-prinsip Dekontaminasi di Rantai Pasar Unggas</i>	FAO
13	Training	Market Chain cleaning and disinfection training	SOP of Washing and Disinfection Activities in Poultry Markets	FAO
14	Training	Market Chain cleaning and disinfection training	<i>SOP Kegiatan Pencucian &amp; Disinfeksi Di Pasar Unggas</i>	FAO
15	Training	Market Chain cleaning and disinfection training	SOP for Cleaning and Disinfection of Poultry Transporting Vehicles and Baskets	FAO
16	Training	Market Chain cleaning and disinfection training	<i>SOP Pembersihan dan Disinfeksi pada Kendaraan dan keranjang Pengangkut Unggas</i>	FAO
17	Training	Market Chain cleaning and disinfection training	SOP Use and Maintenance of High Pressure Washer Machine	FAO
18	Training	Market Chain cleaning and disinfection training	<i>SOP Penggunaan dan Perawatan Alat Semprot Bertekanan Tinggi</i>	FAO
19	Training	Market Chain cleaning and disinfection training	SOP Use and Maintenance of High Pressure Washer Machine	FAO
20	Training	Market Chain cleaning and disinfection training	<i>SOP Penggunaan dan Perawatan Alat Semprot Bertekanan Tinggi</i>	FAO
21	Training	Market Chain cleaning and disinfection training	Threats and Problems of Bird Flu	FAO
22	Training	Market Chain cleaning and disinfection training	<i>Flu Burung Ancaman dan Permasalahannya</i>	FAO
23	Research	Research	<i>Hasil Akhir Surveilans dan Penelitian AI</i>	MOA
24	Government of Indonesia	Ministry of Agriculture	The First MAFF-Japan/OIE/FAO Joint Conference on Special Trust Fund Program for HPAI at Source in South East Asia	MOA
25	Government of Indonesia	Ministry of Agriculture	4th ASEAN HPAI Task Force	MOA
26	Government of Indonesia	Ministry of Agriculture	<i>Rapat Koordinasi Nasional Pengendalian Avian Influenza 2006</i>	MOA
27	Government of Indonesia	Ministry of Agriculture	<i>Restrukturisasi Pasar Unggas di Provinsi DKI Jakarta dalam Rangka Pengendalian Avian Influenza</i>	MOA
28	Publication	Grey Literature	<i>Penyebaran Virus Avian Influenza (AI) Pada Rantai Pemasaran Unggas</i>	MOA
29	Training	Training on Communication Methods and Messages as well as Testing the Effectiveness of Communication Tools	<i>Pengujian Alat Komunikasi di Kabupaten Sleman, Provinsi DIY</i>	MOA
30	API Projects in Indonesia	Research	Health Care Utilization Survey in East Jakarta and Bogor District Indonesia: Healthcare Seeking for Avian Influenza and other Influenza-Like Illnesses	SAFE Project

31	API Projects in Indonesia	Research	Clinicians' KAP Survey in East Jakarta and Bogor Districts Indonesia: Healthcare Provider Practices for Avian Influenza and other Influenza-Like Illnesses	SAFE Project
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*Deliverables*

A/PI stakeholder information available on portal – Completed

**Activity 4.4. Organize and host monthly Chief of Party meetings**

SAFE hosted COP meetings on January 9, February 6 and March 13, 2013. The CMU meetings in January, February and March were all cancelled at the request of CMU. However, SAFE sent highlights of project activities to CMU.

*Deliverables*

- Monthly Meetings – Ongoing

**Activity 4.5. Hold informal end-of-project forum(s)**

SAFE began preparations for the two end-of-project forums scheduled in April. SAFE will present results and lessons learned for Objective 1 activities on April 9 at IPB and for Objective 2 activities on April 17 at the MOA's Rapid Response Unit (formerly CMU) technical meeting.

*Deliverables*

- One or two end-of-project forums held – None scheduled this quarter

**Activity 4.6. Support project-related domestic and international travel for Indonesian government counterparts or other parties**

*Deliverables*

- Travel to regional/international conferences and/or workshops – Completed



OBJECTIVE 4 ACTIVITIES	DELIVERABLE	QUARTER				
		Q1 Apr - Jun 2012	Q2 Jul - Sept 2012	Q3 Oct – Dec 2012	Q4 Jan - Mar 2013	Q5 Apr- Jun 2013
ACTIVITY 1 Document/highlight SAFE activities	Articles/press clippings/success stories	√	√	√	√	X
ACTIVITY 2 Develop, produce and disseminate an information series	Five documents developed				√	
	Five documents produced and disseminated				√	X
ACTIVITY 3 Upload A/PI stakeholder information onto K4H website	A/PI stakeholder information available on portal	√	√	√	√	
ACTIVITY 4 Organize and host monthly Chief of Party meetings	Monthly meetings	√	√	√	√	X
ACTIVITY 5 Hold informal end-of-project forum (s)	One or two end-of-project forums held					X
ACTIVITY 6 Support project-related domestic and international travel for Indonesian government counterparts or other parties	Travel to regional/international conferences and/or workshops	√				

## MONITORING AND EVALUATION

In this quarter, SAFE conducted three end-of-project evaluation studies, namely 1) Commercial Farm Evaluation Study, 2) Live Bird Market Study: Surveillance of Live Bird Markets, and 3) Care-Seeking Assessment. The fieldwork implementation and several key findings of these evaluations are summarized below.

### COMMERCIAL BROILER FARM PROGRAM

This study is intended to measure changes in conditions and in good farming and biosecurity practices that reduce the risk of AI and other poultry disease transmission. Data collection was conducted by a PPK UI team on 11-21 February 2013. In total, 42 respondents (sector 3 broiler farms) were interviewed and their farms were observed (including 12 teaching farms, 20 sector 3 intervention farms and 10 sector 3 control farms). Quantitative data collection focused on conditions and practices implemented in the farm and poultry mortality data. Qualitative data collection used in-depth interviews with 13 informants, including TF farmers, farmers receiving interventions (part of 20 farms), control site farmers, technical service staff, representatives of sector 1 and poultry shop management, and academics. The purpose of the in-depth interviews was threefold: to identify the incentives and barriers to change, uncover the reasons for their behavior change, and obtain lessons learned from SAFE program implementation.

Key findings are summarized below.

- The biosecurity conditions in intervention farms and teaching farms have improved. The score on biosecurity conditions in sector 3 intervention farms increased from an average of 32 to 44, while in teaching farms it jumped from 24 to 81. Both figures are statistically significant. In a control group, some small changes were detected, but were not statistically significant.
- The behavior of biosecurity implementation in the intervention group and teaching farms also changed towards better practices. The score in sector 3 (intervention) farms rose from 40 to 47. Teaching farms had a dramatic increase, from 21 to 76. Control farms also showed behavior change, with the score rising from 30 to 45. So the program also had an influence (halo effect or induction) on the control farms. Nevertheless, the mean score in the control group in 2013 was still slightly lower than that of the intervention group.
- Positive change in behavior was noted primarily at the front gate, with cars parked outside the farm, the gate locked, pass-over and pass-through systems in place, and hand washing by staff and visitors. Some other improved behaviors were also revealed, such as dead chicken being disposed of properly, and chicken houses and equipment being clean. A few areas still require more change, including staff/visitor footwear changes and dips, dead chicken still being sold, and sick chicken not being treated immediately.
- The complementary data derived from the qualitative study reveals further information. Assigning TFs as role models resulted in a positive response from informants on SAFE interventions. Generally they were satisfied with the SAFE design of TFs as role models. Most informants mentioned that with the existence of TF, they had the opportunity to learn

from farmers who have already taken some of these steps. Lessons learned by farmers who visited a TF included the important points on biosecurity, as well as management aspects. The issues studied by farmers visiting the TF included building fences, hand washing, changing clothes or wearing packs, footwear changing, and cage/chicken house management. The fuel used for heaters, and Day Old Chicks (DOC) were also discussed.

- After learning from the TF, implementation still appears to be variable and partial. Some farmers said that some of the biosecurity elements can be applied, while other farmers deemed them to be not feasible. Their reasons for not implementing these measures included: the state of the farm contours, a lack of money, and that they preferred to use existing materials. Many farmers followed TF recommendations, but others faced some difficulties and barriers in implementing biosecurity measures. Constraints often cited by them were that the measures were too complicated or too hard, they had a bad experience, lacked funds, or were simply unwilling to change. One year of project implementation was insufficient to achieve maximum results. The third year that was initially programmed for the SAFE project would have been required to reinforce change and address some of the lingering barriers to change.
- Farmers reported differing perceptions of the impact of biosecurity measures. Economic issues such as profits at harvest time and reduced mortality were the perceived positive impacts.

## LIVE BIRD MARKET PROGRAM

This quarter the IPB team conducted an epidemiology survey and a third round of swab tests in the 20 demonstration markets and 10 control markets in the 10 districts. Data collection took place over a two-week period – February 4-8 in Tasikmalaya, Garut, Ciamis, Bandung and West Bandung, and February 11-15 in Bogor, Cianjur, Sukabumi, Serang and Lebak. Fieldwork involved Livestock Services staff and the PMI facilitator in each district. The IPB team randomly selected ten poultry vendors as respondents for the epidemiology survey and took five of them per market as swab test samples. The sampling frame was provided by a PMI facilitator. The swab test was conducted in the same five areas as before:

- i. Tables where carcasses are displayed;
- ii. Baskets holding cut chicken;
- iii. Waste bins (containing wet poultry waste);
- iv. Processing tables (cutting boards); and
- v. Wet cloths.

A total of 150 swab samples were collected from the environment around the stall area, and 300 poultry vendors were interviewed using a structured questionnaire.

PCR testing was used to test the same 5-swab protocol being used in the FAO program. The PCR result (Table 9) showed all the positive agglutination samples were negative for H5N1 AIV by PCR.

**Table 9. Presence of H5N1 Virus in swab samples collected from traditional markets in West Java and Banten Provinces**

District	Market	Intervention/ control	N of sample	N of agglutination after 2 passages	PCR Result
Sukabumi	Sukaraja	Intervention	5	3	Negative
	Parung Kuda	Intervention	5	1	Negative
	Cibadak	Control	5	0	Negative
Cianjur	Cipanas	Intervention	5	0	Negative
	Sukanagara	Intervention	5	0	Negative
	Muka	Control	5	0	Negative
Bogor	Jonggol	Intervention	5	0	Negative
	Citayam	Intervention	5	2	Negative
	Citeureup	Control	5	0	Negative
Serang	Anyer	Intervention	5	0	Negative
	Cikande	Intervention	5	0	Negative
	Sirih	Control	5	1	Negative
Garut	Malangbong	Intervention	5	1	Negative
	Sukamukti	Intervention	5	0	Negative
	Wanaraja	Control	5	0	Negative
Lebak	Rangkasbitung	Intervention	5	0	Negative
	Maja	Intervention	5	0	Negative
	Malimping	Control	5	0	Negative
Bandung	Soreang	Intervention	5	0	Negative
	Sayati	Intervention	5	0	Negative
	Ciwidey	Control	5	0	Negative
Bandung Barat	Lembang	Intervention	5	3	Negative
	Batujajar	Intervention	5	0	Negative
	Cililin	Control	5	0	Negative
Tasikmalaya	Ciawi	Intervention	5	0	Negative
	Rajapolah	Intervention	5	0	Negative
	Manonjaya	Control	5	0	Negative
Ciamis	Manis	Intervention	5	1	Negative
	Pananjung	Intervention	5	1	Negative
	Banjarsari	Control	5	3	Negative
<b>Total</b>			<b>150</b>	<b>16</b>	<b>0 positive</b>

## HEALTHCARE-SEEKING PILOT PROGRAM

SAFE and Aisiyah conducted a care-seeking evaluation from the end of February to mid-March in order to better understand targeted audience responses to the care-seeking messages developed by SAFE and to program efforts aimed at improving healthcare-seeking practices. Two different approaches were applied in this study. SAFE employed a quantitative method using a questionnaire administered through face-to-face interviews, and a qualitative method using a Focus Group

Discussion (FGD) to obtain more detailed data. A total of 200 respondents (consumers) were surveyed in the 10 program districts in West Java and Banten, and there were 30 participants in the FGD in three program districts (West Bandung, Tasikmalaya and Serang).

The highlights of the FGD findings were as follows:

- In general, all participants claimed to be familiar with AI messages, having heard them during thematic Quran recitals by Aisyiyah about two or three months before.
- They recalled the AI prevention messages, such as how to choose healthy chicken carcasses, how to handle carcasses, how to store carcasses and eggs, what is a healthy market, and what constitutes a smart consumer. In terms of care-seeking messages, most participants recalled the image, the signs of avian flu, “*mawas jika panas*” (the poster headline), and contact with poultry.
- In general, all participants could easily comprehend the messages. They said that one should not underestimate flu/fever/cough and should visit a doctor or health practitioner immediately.
- Regarding the messages in the poster:
  - Signs of AI in Humans: all mentioned this correctly.
  - The difference between AI and common flu: all mentioned this correctly.
  - The word *Kontak*/contact, however, brought multiple interpretations. What is contact with poultry? Their understanding was that contact involved touching, poultry rearing, chickens in the neighborhood, or a visit to a market to purchase chicken.
  - The word *segera*/immediately (as in “go to see a healthcare provider immediately”) was also discussed and queried by several participants, who were unclear how many days one should wait before going to a healthcare provider.
- When participants were asked about the biggest take-away message from this poster, they referred to the tagline: “Do not underestimate flu. Stay alert for AI.”
- All participants noted that all of the information was new to them. They had all heard about AI from television, but only news or information about victims. They said they had heard this technical information from SAFE for the first time. They preferred small group or face-to-face socialization rather than television, since during group socialization they could freely ask questions and discuss the issues.
- In general, the poster and messages were easy to understand. However, they suggested including:
  - Where to take patients with AI
  - Prevention messages



FGD for care-seeking assessment

- Use of more than one poster, and other media like flipcharts, leaflets or pocketbooks
- Use of a picture/visual to clarify the meaning of “contact”.
- When asked about logos and their perception of them, all responded positively. They said the presence of logos inspired confidence that the messages were legal and correct, and that there was agreement among high-level institutions on the messages.

## OTHER

### *Objective 1*

SAFE team, industry partners and TS staff continued to collect data on:

- Visits to TFs;
- Technical assistance to farmers through one-on-one communication and group discussions;
- Changes in biosecurity and good farming conditions at farms;
- Communication and educational material distributed to target audiences.

The M&E officer supported the Objective 1 team in monitoring and evaluating the SMS gateway implementation conducted by Satu Dunia. At the end of the SMS Gateway project, FGDs were held with farmers and TS staff to evaluate its implementation. Most farmers said they had responded positively to this program. In general, they found the program useful, firstly to obtain new knowledge, and secondly to remind them to do something that they already knew but had forgotten to do.

The input from FGDs held in three locations in West Java was as follows:

1. The words or language of the SMS being broadcast should be simple and easily understandable for a farmer.
2. The farmers want an SMS on the effects of climate change on poultry and ways to overcome this, poultry diseases, and early warning of outbreaks.
3. While aware that the number of characters is limited in an SMS, the farmers wanted information on a farmer success story. They hope this kind of story can inspire them to become better farmers. The success story could be sent in a series of SMS.
4. The farmers also want to receive SMS on governance, or the stages from start-up through to implementing good farming practices. These SMS could also take the form of a series.

### *Objective 2*

SAFE and its partners (PMI, Combine and Aisiyiah) continued to collect data on:

- Changes in biosecurity at demonstration live bird markets (LBMs);
- Changes/impact on other LBMs;
- Consultation meetings held at the district level to identify the support from the local government and market management, and sustainability of this program.

## GENERAL

This quarter, the infrastructure at the SAFE office was affected by flooding in Jakarta, which inundated the UOB building on January 17, 2013. At the end of January, the SAFE office still did not have an IT server, phones, Internet access, or running water. Nevertheless, work at the office continued, with adaptations being made to ensure that the program ran smoothly.

SAFE commenced closedown procedures in Jakarta and Bethesda. SAFE issued termination notices to its employees and the landlords of the SAFE office and expatriate housing. SAFE staff also began auditing administrative, finance, subcontract and grant files. In addition, SAFE submitted a disposition plan to USAID on March 5, 2013. Disposition of the SAFE inventory will begin in late April.